

# BA (HONOURS) IN MARKETING PRACTICE



**Duration:**  
Three Years  
Full-Time  
(Four Years with  
work placement)

**CAO Code:**  
NC020

**CAO Points Guide:\***  
250

**NFQ Level:**  
Level 8



\*This is a guide only, points vary each year.

## About the Course

NCI's BA (Honours) in Marketing Practice is a practical, hands-on degree that covers all the core marketing subjects such as brand management, consumer behaviour, digital marketing and entrepreneurship. The final year concludes with an exciting capstone project, where you will work in teams developing real life business plans and platforms, where you will be expected to source products, develop marketing, communications and branding strategies in order to bring your ideas potential marketisation.

High-achieving students (averaging 60% plus) may also be able to take advantage of an opportunity to engage in a year-long, accredited work placement between years two and three. This placement will be credit-bearing and comprises an extra year in the degree.

Graduates of this course understand how modern marketing operates and how the various disciplines of marketing work together in Ireland and internationally. They can analyse marketing problems in challenging business environments and generate practical solutions, and they are well prepared for employment opportunities in areas such as marketing, entrepreneurship, digital marketing, and advertising.

## Who is the course for?

This course is ideal if you are interested in marketing, sales and communications or you are thinking of setting up your own business. The course is for school leavers, mature students and graduates of QQI level 5/6 programmes who wish to embark on a course of full-time study.

## Career Prospects

Previous graduates have undertaken careers in brand management, digital marketing, market research, sales, product development and international marketing, within all industry sectors.

## Course Structure and Award

This undergraduate course is a three-year honours degree (four years with the option of a placement\*). The course is run over six semesters with continuous assessment held throughout the course and examinations at the end of each semester. In each year of the degree, any student with an overall average of 70+ will win a Dean's Award. On completion you will receive a QQI BA (Honours) Degree in Marketing Practice at level 8 on the National Framework of Qualifications.

\*Students are eligible (subject to availability) to complete a work placement on year three of the programme and graduate after four years with 240 ECTS credits.

**Ruairí Power and Matthew Daly set up a jewellery business 'Silent Signs' as their Capstone project.**



"We'd never done anything like this before, we learned a lot about the logistical aspects of a business."

**Ruairí Power and Matthew Daly**  
BA Hons in  
Marketing Practice

## Further Study Options

Upon successful completion of the BA (Honours) in Marketing Practice, graduates who have acquired the appropriate entry requirements can progress to postgraduate business courses at level 9 on the National Framework of Qualifications such as the MSc in Marketing or Management at NCI or postgraduate programmes in other institutions.

## Course Fees

This course qualifies under the Free Fees Initiative and Student Grant Scheme.

## Admission Requirements and Policies

Minimum entry requirements are a grade H5 and above in two higher level subjects together with a minimum of O6/H7 in four other subjects. A minimum of grade O6/H7 must be obtained in English. A grade O6/H7 must be obtained in Mathematics. Applicants from a PLC/further education course must have a full level 5/6 award, three distinctions and meet the CAO points requirement. Mature applicants, applicants with a disability or those applying through the DARE or HEAR access schemes should refer to our Admissions section on p56, which also includes our admission policies, including laptop requirements.





## COURSE CONTENT

### Year 1

- Fundamentals of Marketing
- Economic & Market Practice
- Brand Management
- Management and the Organisation
- Emerging Technologies for Business
- Entrepreneurship
- Marketing & Society
- Innovation & Creativity

### Year 2

- Consumer Behaviour
- Market Research
- Business Intelligence and Statistics
- Digital Marketing
- Integrated Marketing Communications
- Career Management Skills
- Plus one elective

### Year 3

- Marketing Law
- Marketing Strategy
- Project Management
- Channel Management
- Social Media & PR
- Capstone Project

#### *Electives Modules:*

- Financial Analysis & Reporting
- Digital Technologies for Business
- New Product Development
- Services Marketing Management
- Sales Management

Electives may include prerequisites, are subject to change, and availability is subject to class sizes.

## Work Placement Year

Marketing students can elect to undertake an 8–12-month work placement between Year 2 and Year 3. Work placement is a valuable opportunity for students to connect their academic learning with the fast-moving world of business, brands and customers.

Through placement, you can gain first-hand experience of how organisations plan campaigns, understand markets, engage audiences, build brands and support commercial growth. You could have the opportunity to work in areas such as digital marketing, brand management, market research, sales, product development, events, communications and international marketing across a wide range of industry sectors.

Placement also helps you develop practical skills, build confidence, grow your professional network and strengthen your profile for future graduate roles.

In recent years, Marketing students have secured placements with employers including DAA, DBFL Engineers, Ding, Ryanair, The Tenth Man, Total Expo, Enterprise Mobility and Musgrave.

